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The Healthy Hartford Wellness Campaign

Early in 2008, Mayor Eddie A. Perez convened a Health Insurance Task Force to study the needs of uninsured residents in the City of Hartford. The Task Force's findings were that chronic disease, such as heart disease, cancer and diabetes, are the leading causes of death and disability in the U. S. In addition, these diseases represent 70% of all deaths and 75% of all health care expenses. Furthermore, rates of chronic diseases are higher in Hartford residents versus in the whole state of Connecticut combined. Smoking, obesity, and asthma, is a leading cause of negative health outcomes for Hartford's children.

Fortunately, these diseases can be reversed and prevented by helping children and adolescents stay active and develop healthy eating habits. As a result of these findings, it was determined that the government of the City of Hartford has the power to influence the health outcomes of its residents by encouraging healthy activity and healthy choices. Therefore, the Mayor's office, in collaboration with the Department of Health and Human Services has begun to design and launch the "Healthy Hartford" wellness campaign. The goal of this campaign is to increase the availability of health related information designed to influence the choices that Hartford families make in their every day lives. The themes of particular priority in this campaign will include physical activity, disease prevention and management resources. The central theme of this campaign will be "Healthy Choices". For additional information on the Healthy Hartford Wellness Campaign please visit www.hartford.gov or contact Evelyn Mantilla at 860-543-8860 x 7552.



Healthy Hartford